

## STATE OF SOUTH DAKOTA CLASS SPECIFICATION

**Class Title: Marketing Specialist**

**Class Code: 10305**

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### **A. Purpose:**

Provides direction to businesses in developing individualized marketing plans; and interprets laws and guidelines governing processing, packaging, and exporting to generate product development and stimulate economic growth.

### **B. Distinguishing Feature:**

Marketing Specialists provide technical expertise to businesses who wish to market their goods, work with businesses to evaluate their capabilities, and recommend promotional and marketing techniques.

### **C. Functions:**

*(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions which may be found in positions of this class.)*

1. Provides information about marketing and exporting to business owners to promote economic development.
  - a. Evaluates the feasibility of marketing businesses' products by examining their financial and physical capabilities.
  - b. Recommends sizes and designs of packages and labels that comply with laws and guidelines.
  - c. Identifies trade shows appropriate for their products and assists them with entry procedures.
  - d. Recommends approval of funding assistance.
  - e. Serves as a liaison between brokers and businesses.
  - f. Recommends contract language.
2. Increases awareness of the marketing program to provide a service to the public.
  - a. Assists commodity groups and associations in developing promotional events and materials.
  - b. Represents the department at conferences, meetings, and speaking engagements.
  - c. Researches marketing areas by attending trade shows in other states and countries.
  - d. Hosts trade delegations.
3. Researches and develops the marketing program to create a historical background of information.
  - a. Reads trade journals and newspapers and follows other media sources.
  - b. Maintains and enhances a marketing data base of information on businesses, brokers, sales figures, and other statistics.
  - c. Researches domestic and international marketing activities and conditions.
4. Performs other work as assigned.

### **D. Reporting Relationships:**

Reports to a Division Director. Does not supervise.

#### **E. Challenges:**

The incumbent is challenged to stay abreast of marketing activities and economic trends. This is difficult because of constantly changing political and economic situations which have a direct effect on markets, and the amount of time and research needed to accomplish the task. Another challenge is recognizing the needs of individual businesses and assisting them to create the most effective plans for their needs.

Problems encountered by the incumbent include working without historical guidelines, language barriers, and working with producers who are not familiar with marketing procedures.

#### **F. Decision-making Authority:**

The incumbent decides how to assist associations, commodity groups, and businesses in marketing their products; if businesses have potential for growth; who to recruit for participation in department-sponsored activities such as trade missions and trade shows; which information to relay to businesses; and which companies should be added to the marketing data base.

Decisions referred to higher authority include the amount of time and resources invested in each client, and the amount of funds to be invested in each mission or show.

#### **G. Contact with Others:**

The incumbent has daily contact with businesses, commodity groups, and associations to provide information on marketing and processing; and weekly contact with federal and state agencies to coordinate cooperative efforts and exchange interpretations on regulations.

#### **H. Working Conditions:**

Works in a typical office environment.

#### **I. Knowledge, Skills, and Abilities:**

Knowledge of:

- business practices and procedures, economics, and marketing;
- economic trends and international relations;
- social and ethnic customs of other countries.

Ability to:

- create marketing plans on a case-by-case basis;
- deal tactfully with people of various nationalities;
- communicate information clearly and concisely.

. CC: 10305 EEO: 2 Est: 9/92 Rev: 7/00